







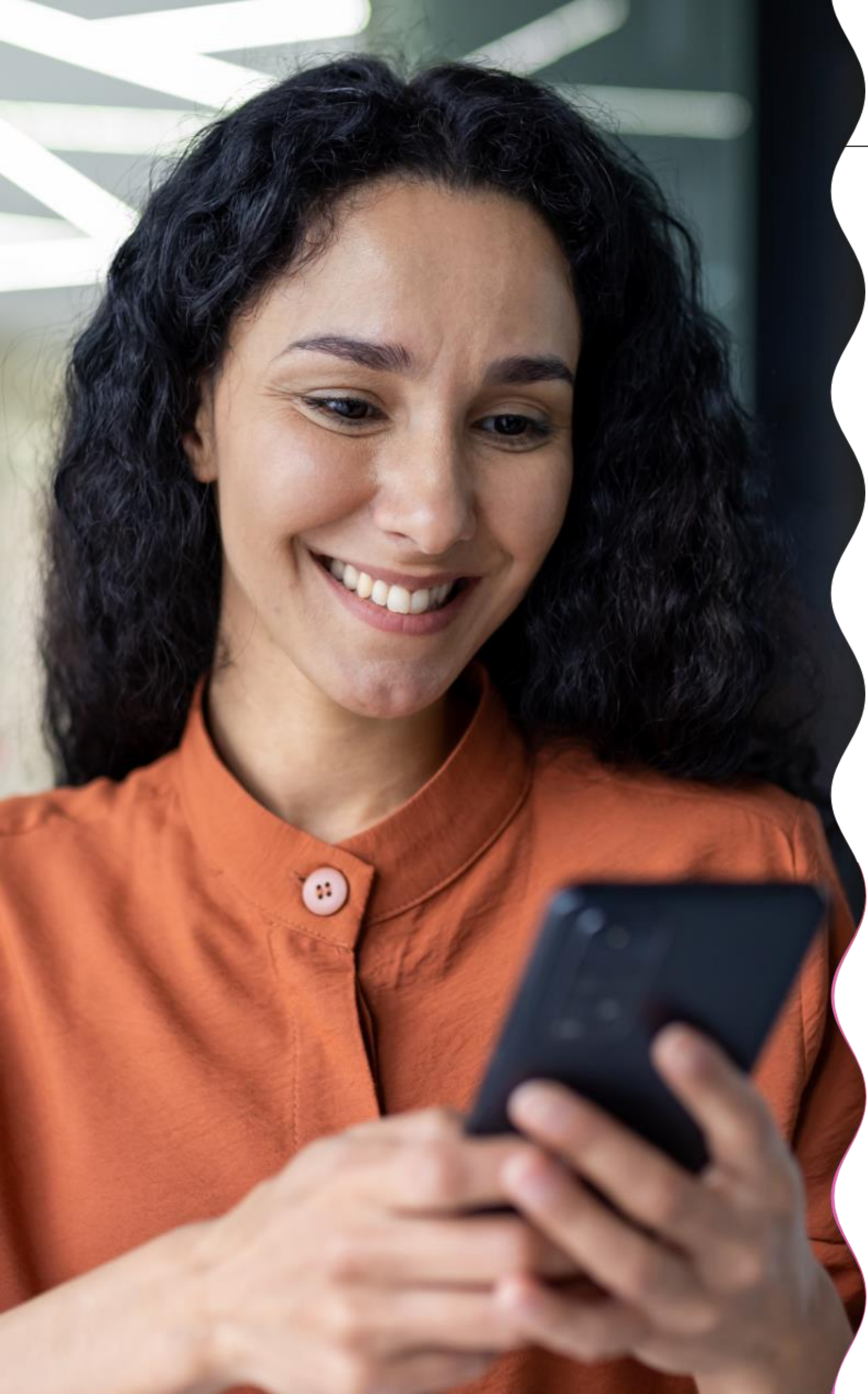
**ThinkNow** is an award winning, minority-owned full-service, market research firm dedicated to researching consumers and discovering the cultural drivers behind their decisions. We recognize the unique value, significance, and opportunities that diverse groups represent for consumer-focused organizations aiming to expand or enter new markets.

For over 15 years, we have analyzed and researched the dynamic shifts in demographic trends to help organizations succeed. We are committed to clear communication and actionable insights that drive effective problem-solving.

ThinkNow owns and operates [DigayGane.com](https://www.digaygane.com), one of the largest U.S. Hispanic online panels. This provides ThinkNow with direct access to the U.S. Hispanic market and unparalleled insights, a crucial factor in delivering impactful and culturally relevant research.







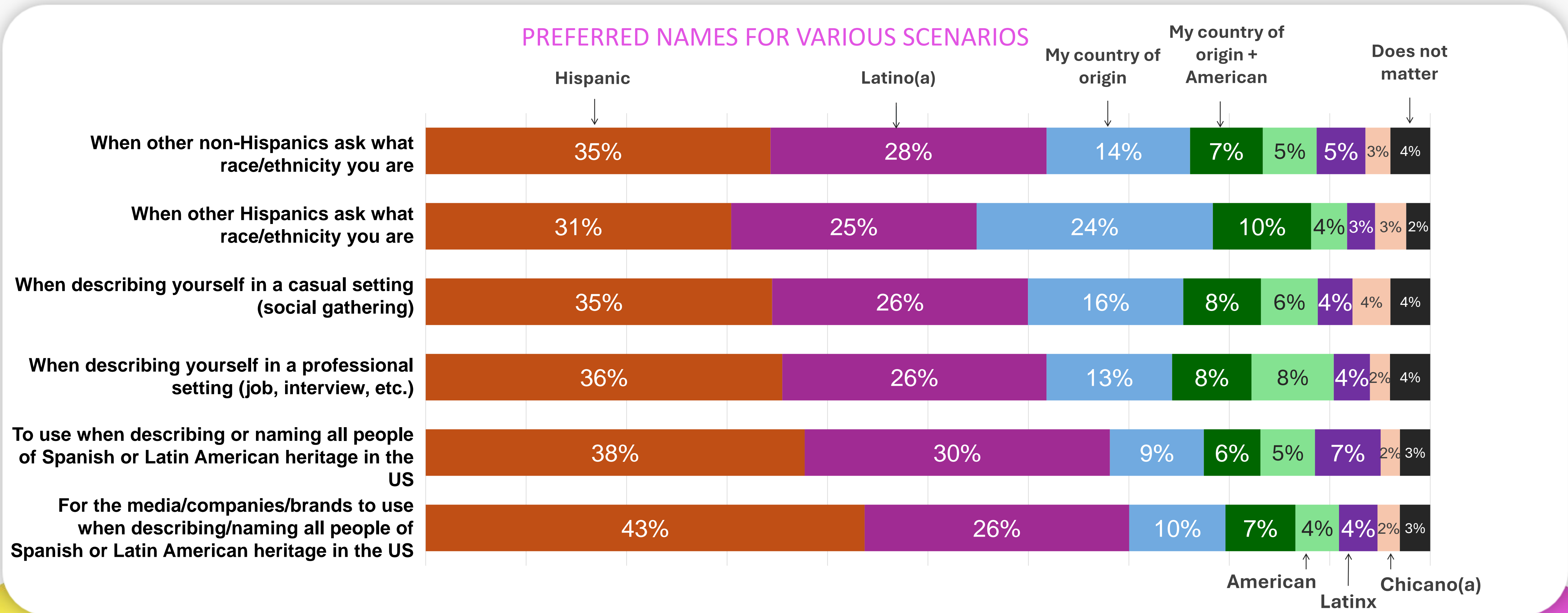
The U.S. has always been a beacon for immigrants. The countries of origin have changed over time but the dream of making a better life in America is renewed with each passing generation.

Over the last fifty years or so the greatest volume of immigrants to the U.S. have come from Latin America. Initially the greatest proportion of Latin American immigrants came from Mexico, then from Central American and more recently South America.

This sustained wave of immigration and higher-than-average birthrates is changing the demographic makeup of the country. This report seeks to identify those changes and paint a portrait of the current Hispanic market.

The terms “Hispanic” and “Latino/Latina” are preferred by the majority of Hispanics across different scenarios – in particular, when they or others (i.e. media, companies) refer to this population as a whole.

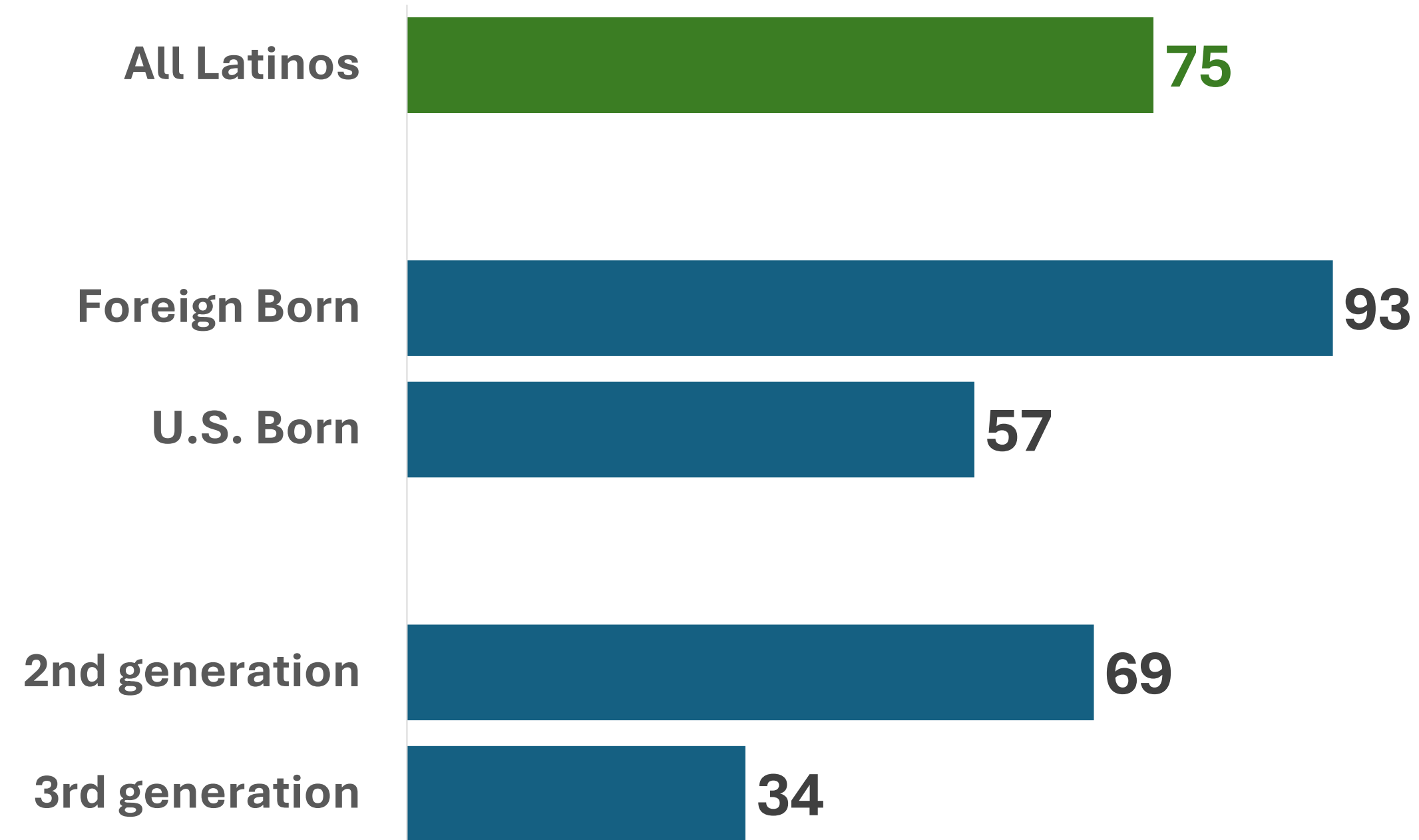
Latinos are most likely to use their country of origin (i.e. Cuban, Mexican) when other Hispanics ask what race/ethnicity they are.



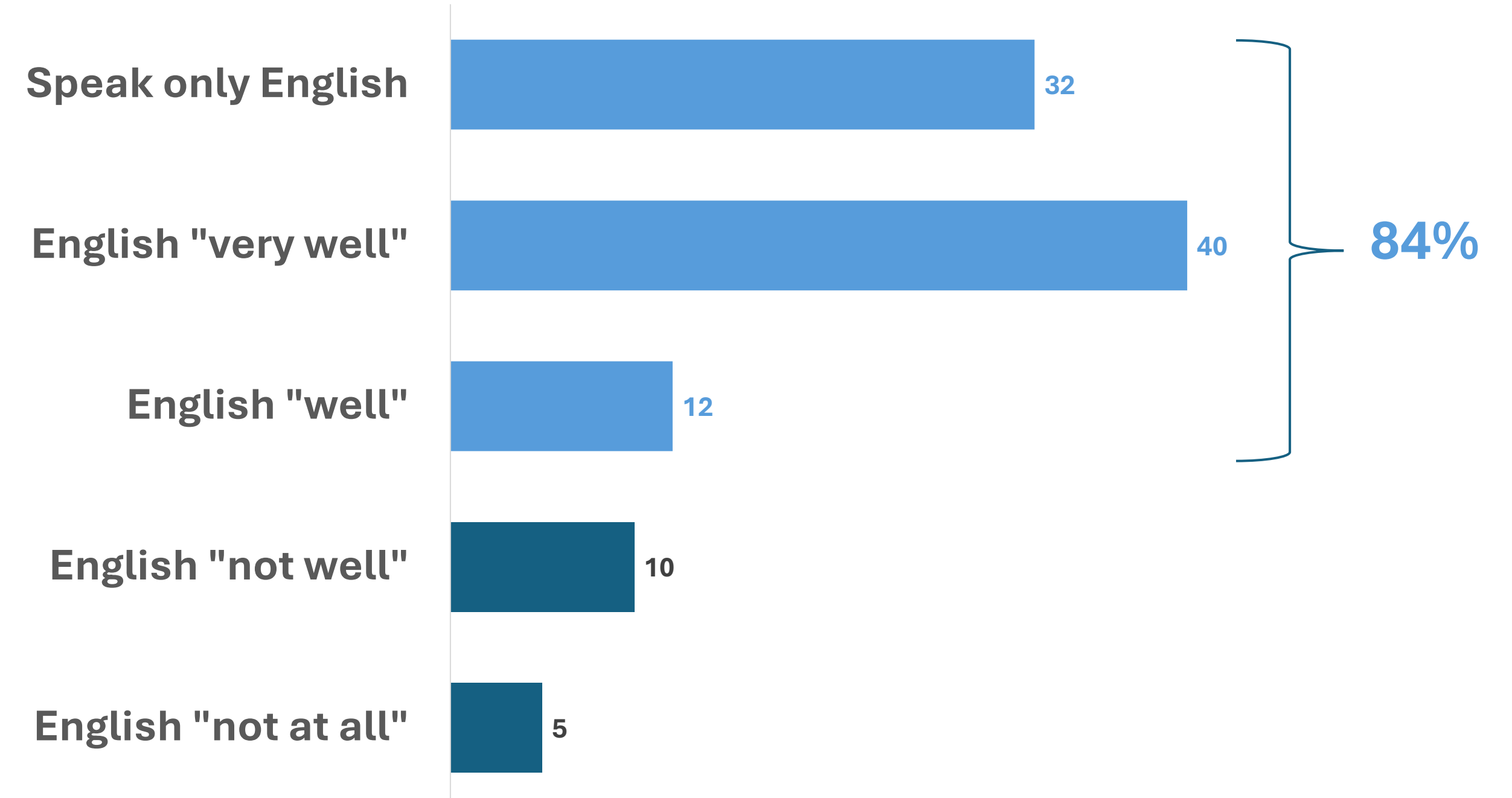


75% of Hispanics say they can carry a conversation in Spanish,  
84% can carry a conversation in English.

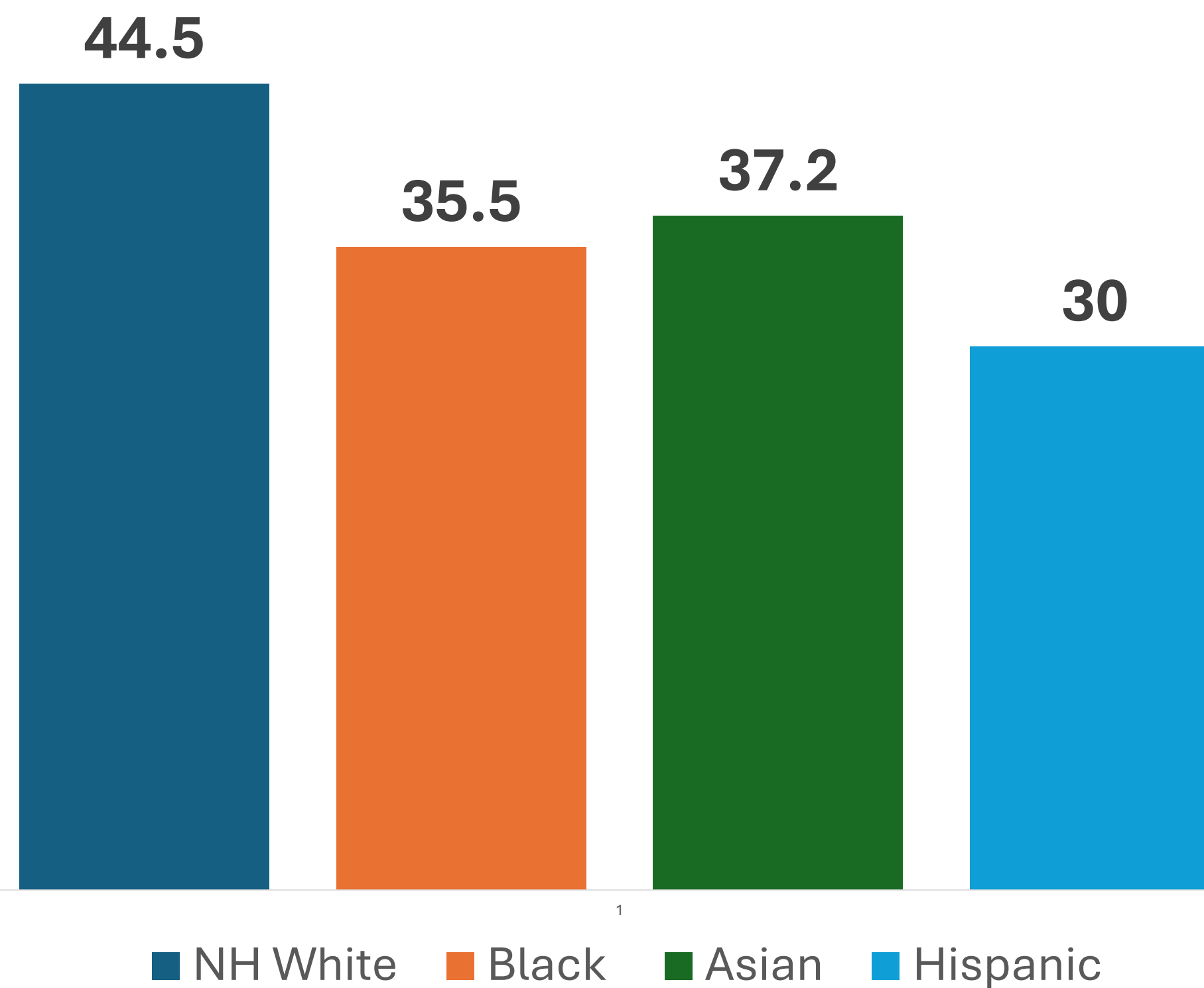
**% of Hispanic Adults Who Speak Spanish**



**% of Hispanic Adults Who Speak English**



Hispanics are the youngest ethnic group in America.

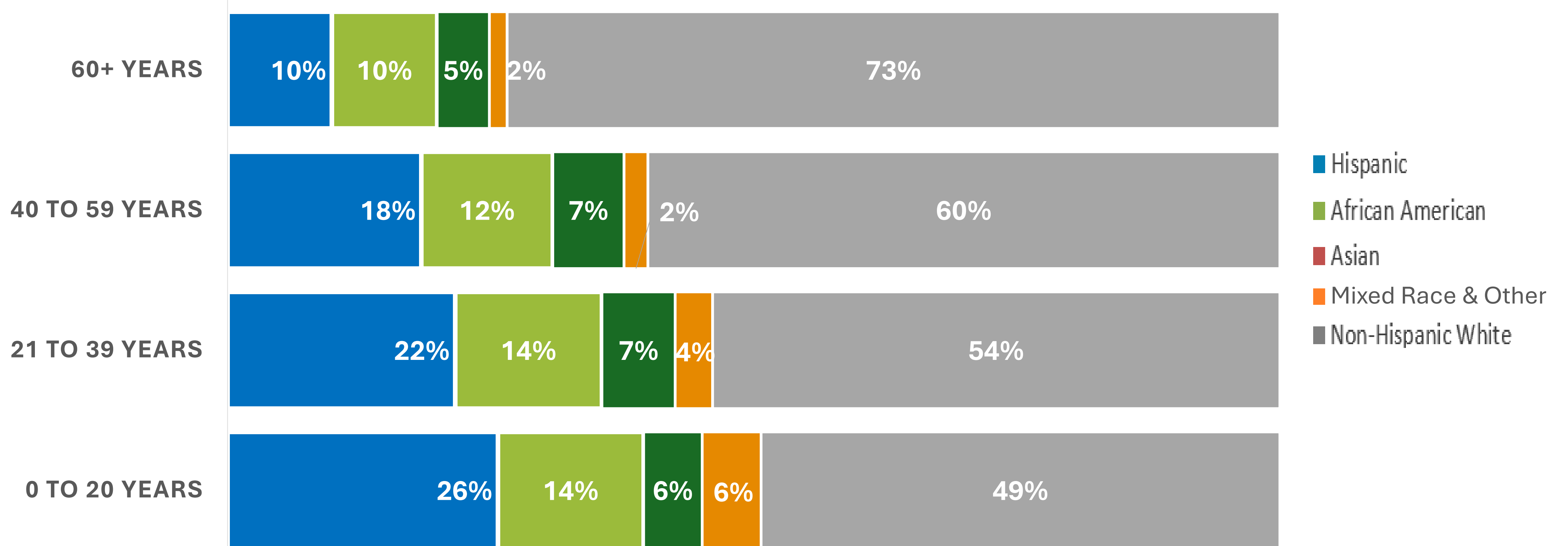


The Median Age for  
Hispanics is 30 vs  
44.5 for NH-Whites

41% of the U.S. Population is Multicultural.

But younger Americans are more likely to be Multicultural of which half are Hispanic.

US RACE/ETHNICITY\* BY AGE

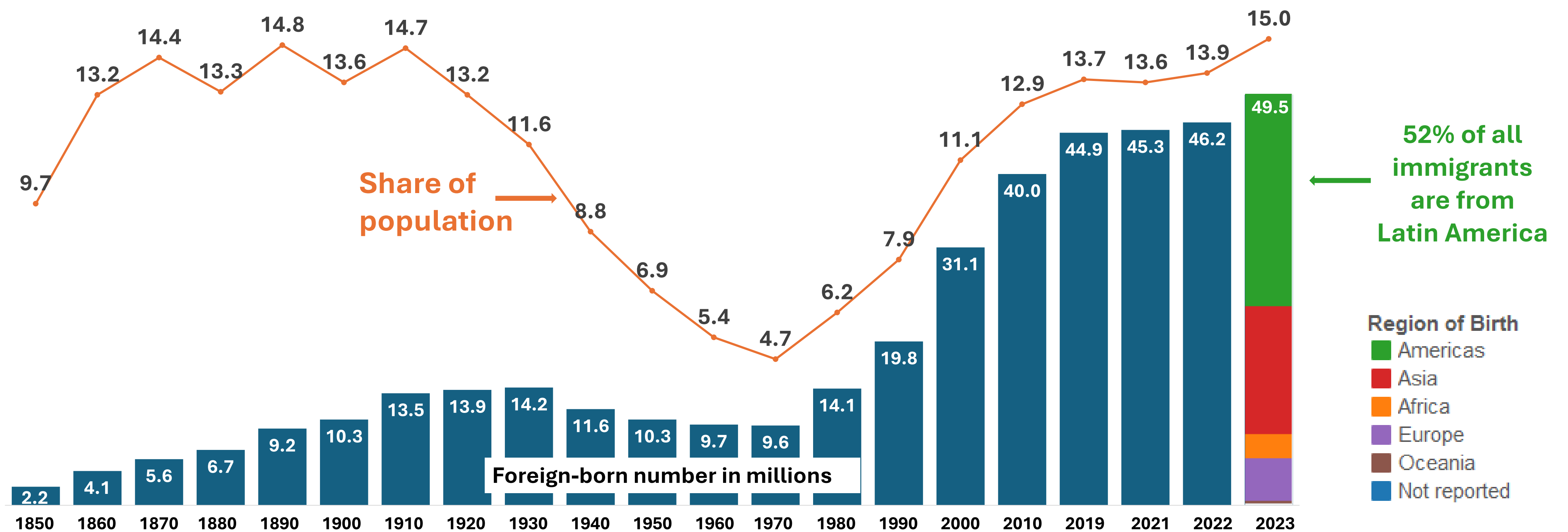


Source: US Census: Projection 2022. \*AA, Asian, Mixed and White in chart exclude Hispanic.

49.5M Immigrants live in the U.S.,  
the most in U.S. history.

Immigrants Comprise 15% of the U.S. population, exceeding the previous high of 14.8% in 1890.

Number of Immigrants and Their Share of the Total U.S. Population, 1850-2023

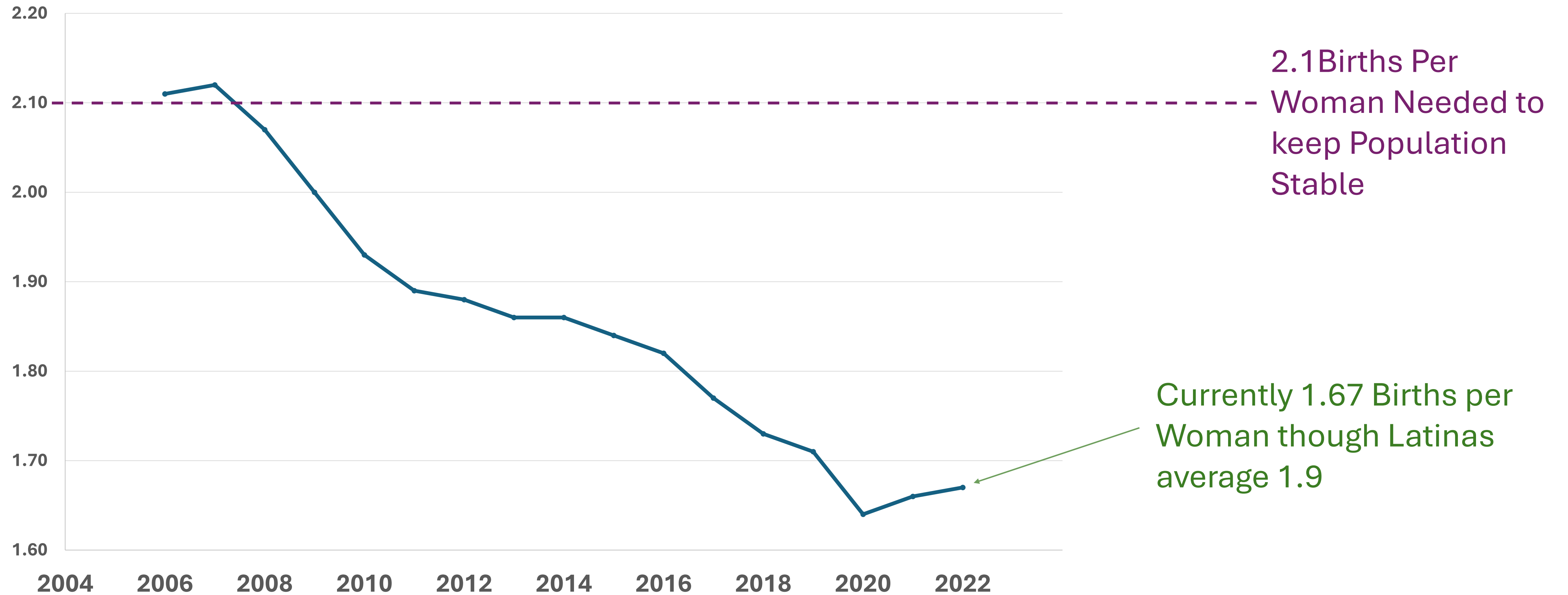


Sources: <https://www.migrationpolicy.org> based on U.S. Census Bureau 2010-22 American Community Surveys (ACS), and 1970, 1990, and 2000 decennial census; and Campbell J. Gibson and Emily Lennon, "Historical Census Statistics on the Foreign-Born Population of the United States: 1850 to 1990" and <https://cis.org/Report/October-2023-ForeignBorn-Share-Was-Highest-History>



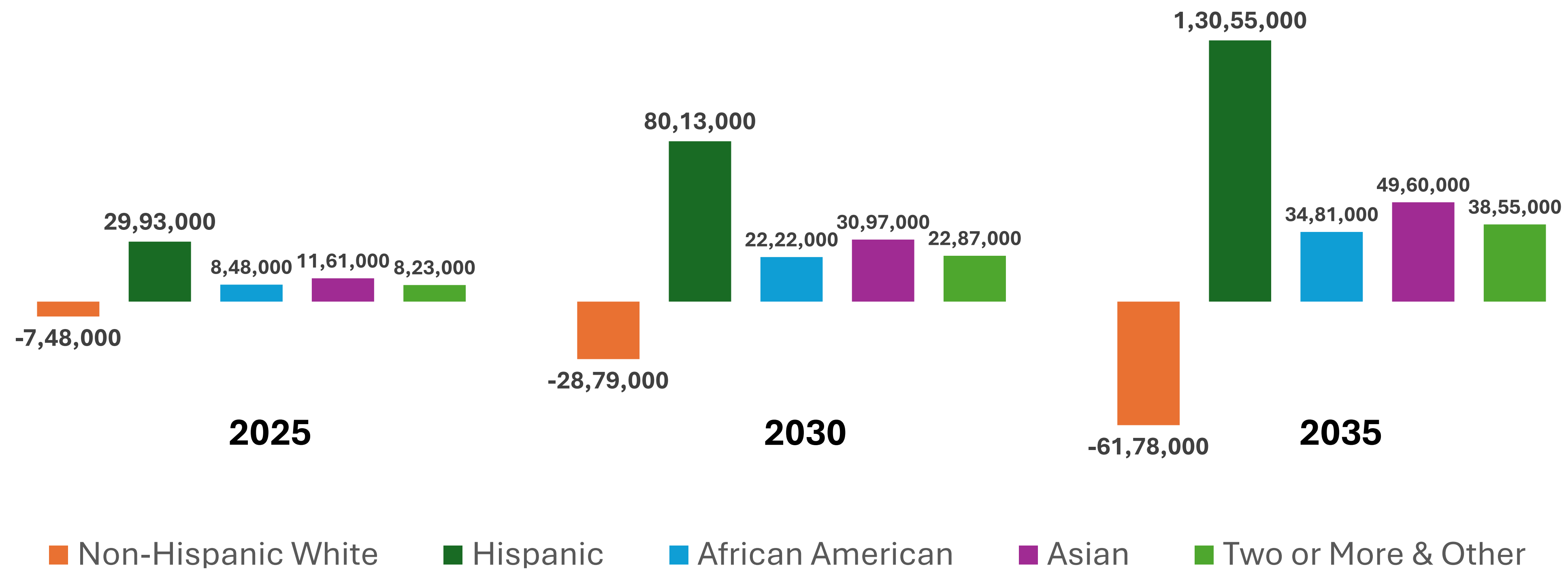
Immigration is compensating for the falling U.S. birth rate.

U.S. Fertility Rate 2006 to 2022



The population of White Americans is decreasing by 500K a year while the Hispanic population is growing by 1M a year.

Population Projection 2022 to 2035  
By Ethnicity

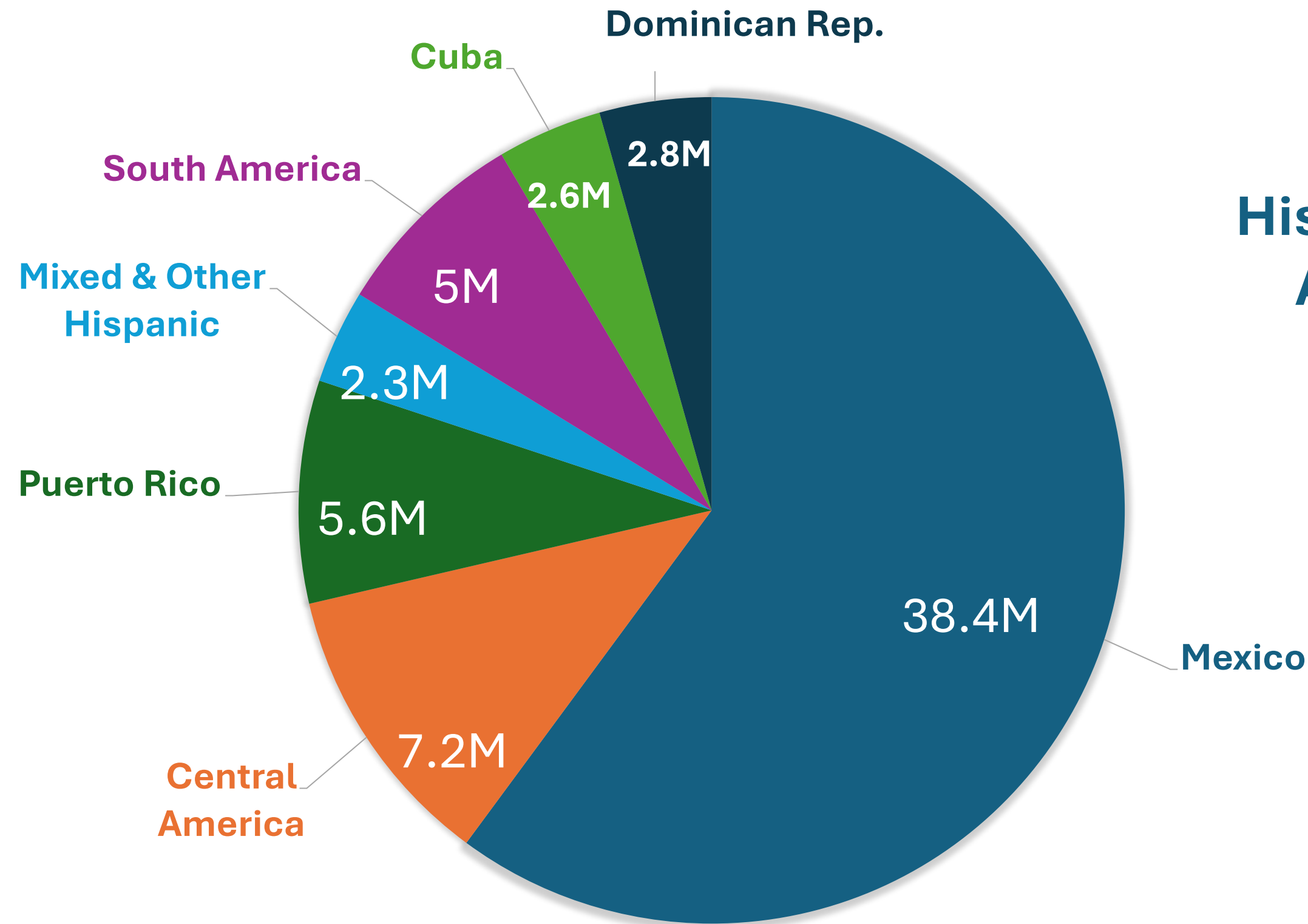




63.5 Million or 19.1% of Americans are Hispanic.

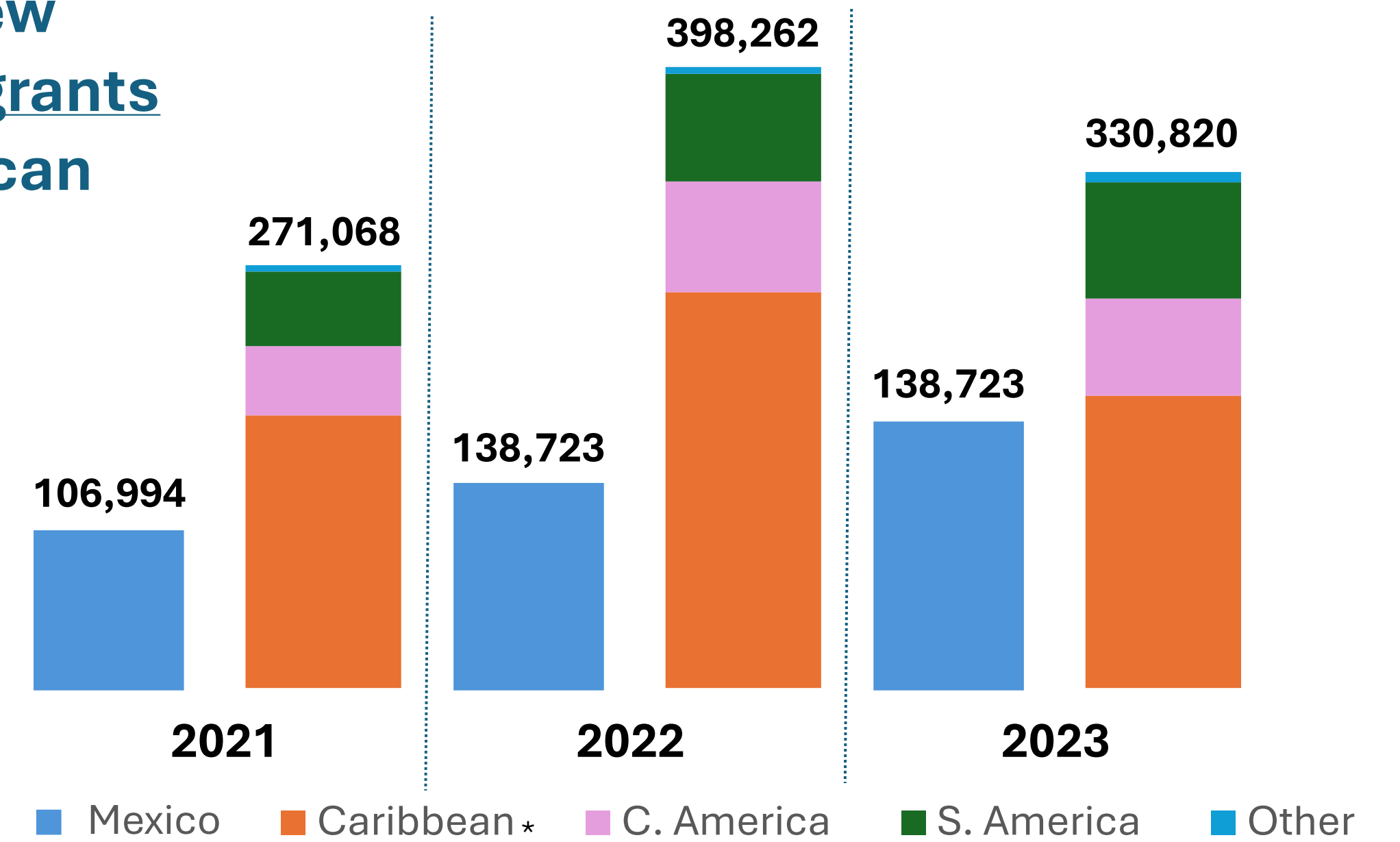
Approximately 1M new Hispanic immigrants arrive each year.

TOTAL HISPANIC POPULATION COUNTRIES OF ORIGIN



PERSONS OBTAINING LAWFUL PERMANENT RESIDENT STATUS BY COUNTRY OF NATIONALITY: FISCAL YEAR 2021-2023

But Most New Hispanic Immigrants Are Not Mexican

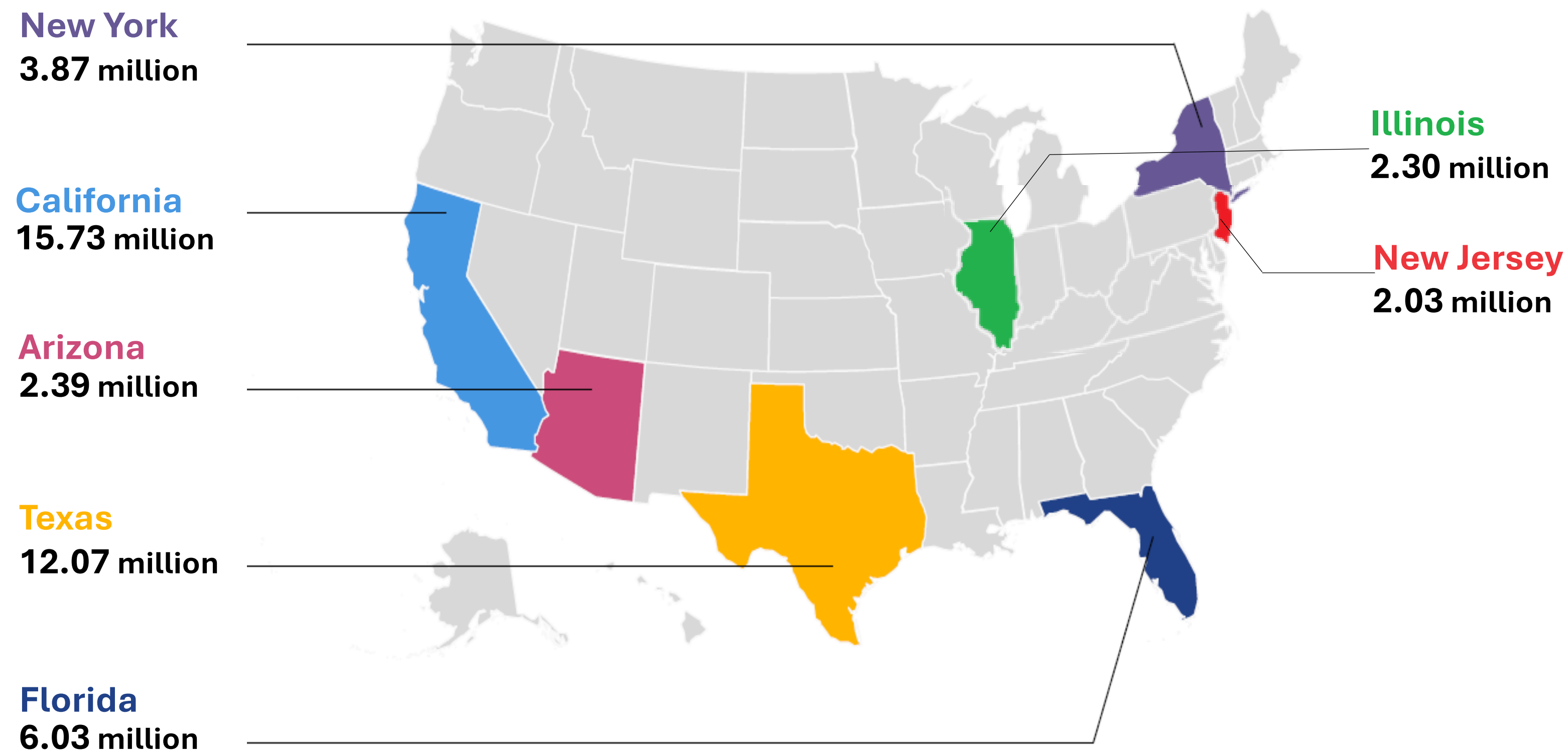


Source: U.S. Census CPS 2023. Table 2. Population by Sex, Age, and Hispanic Origin Type: 2023

<https://ohss.dhs.gov/topics/immigration/adjustment-status-report>

\* Caribbean includes Cubans, Dominicans and residents of Puerto Rico who are already U.S. citizens but moved to the U.S. mainland during this period.

While Hispanics are now moving to all parts of the U.S.,  
70% still live in these 7 states:



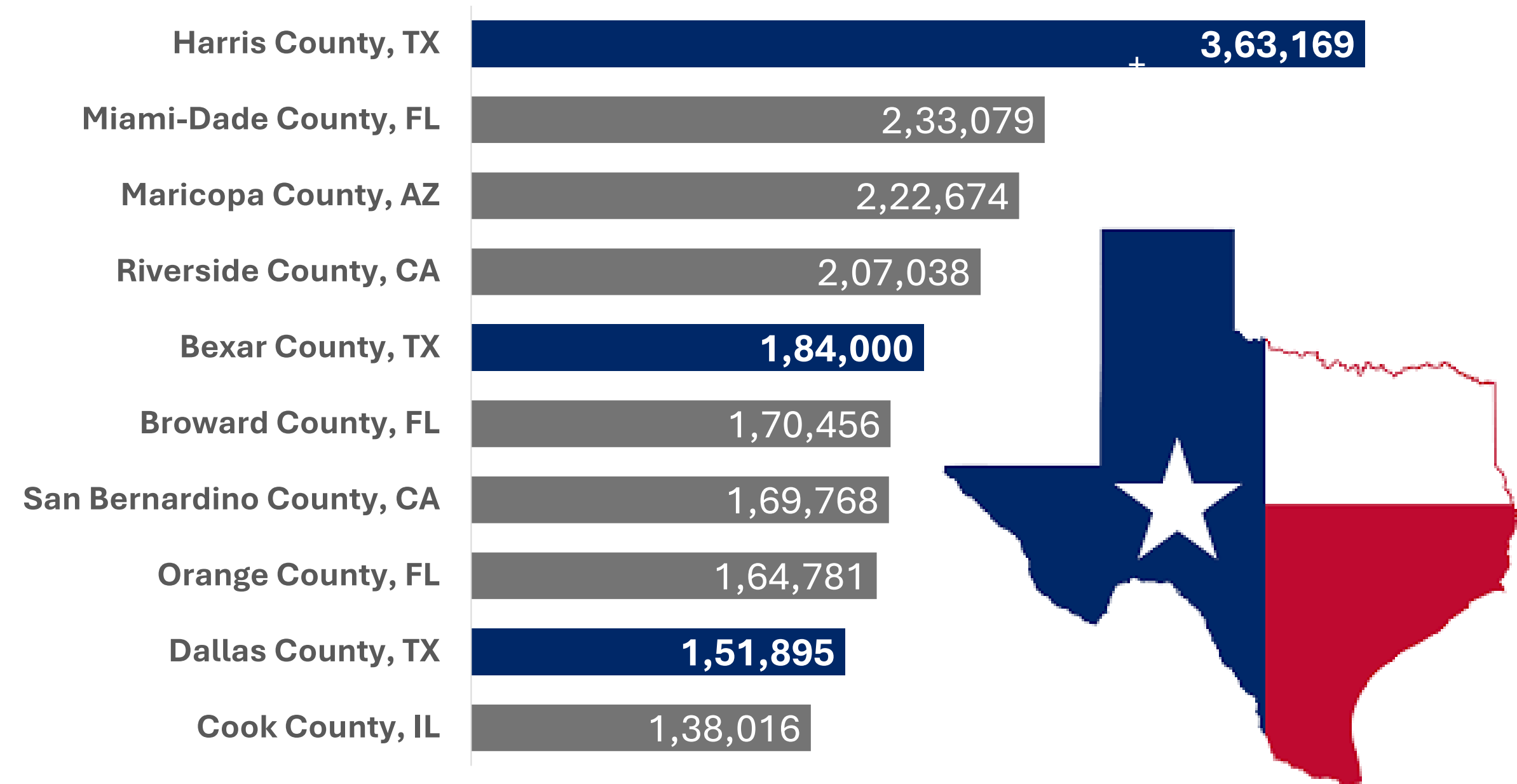


As of 2022, the largest share of Texas' population is Hispanic, joining California and New Mexico.

The population of Texas is now 40.5% Hispanic, 38.9% White, 11.5% Black and 5.4% Asian

Houston Metro Areas Leads Nation In Hispanic Population Increase

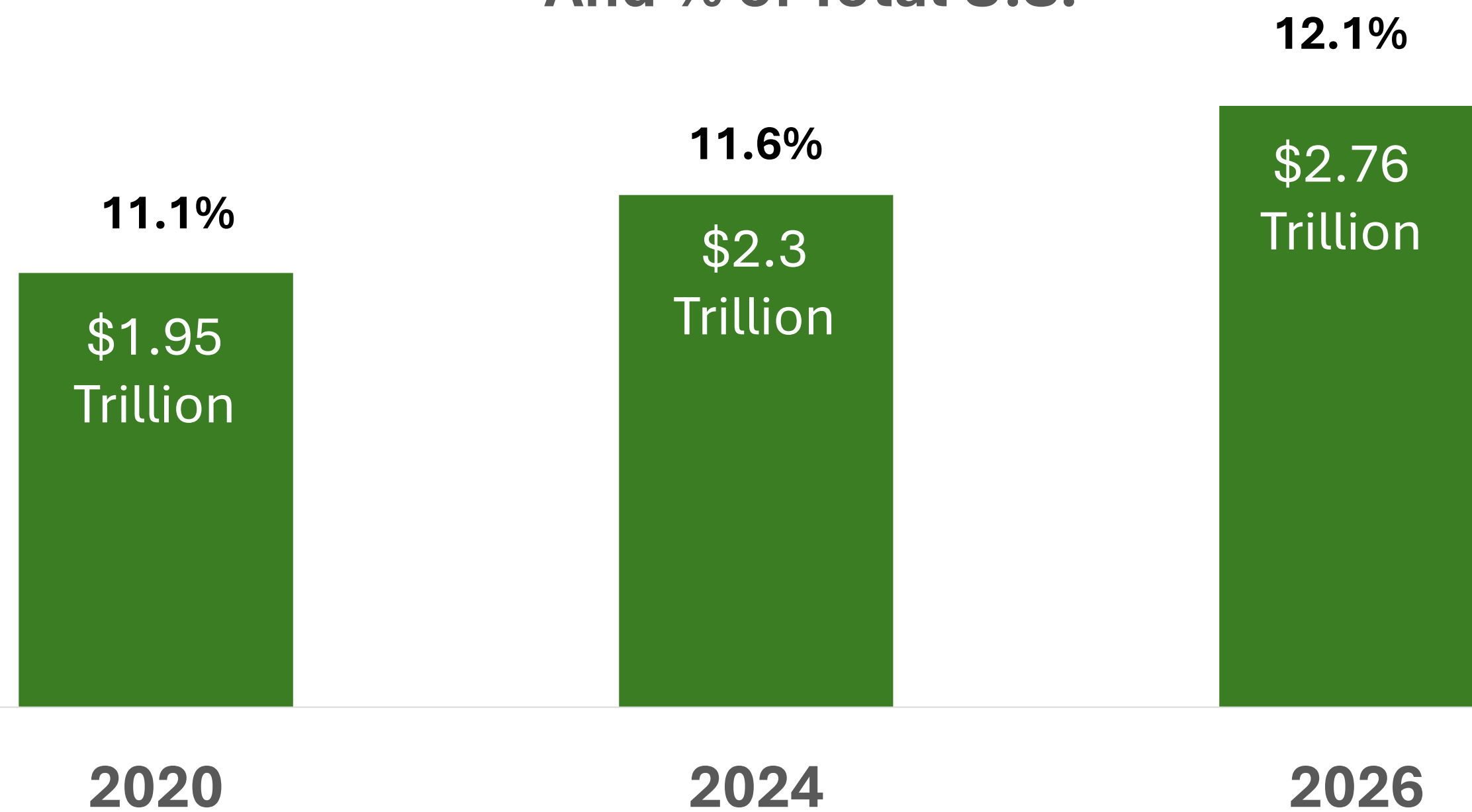
Largest Population Increases for counties 2010-2020



Hispanic buying power is outpacing U.S. market growth.

- Hispanic spending is bigger than Canada’s economy and growing.
- 18.8% have college degrees.
- 3.8 people per household vs. 3.2 U.S. average.
- Median HH income is \$62,800 which is higher than African Americans (\$52,860) but lower than the national average of \$74,580.

Hispanic Buying Power 2020-2026  
And % of Total U.S.

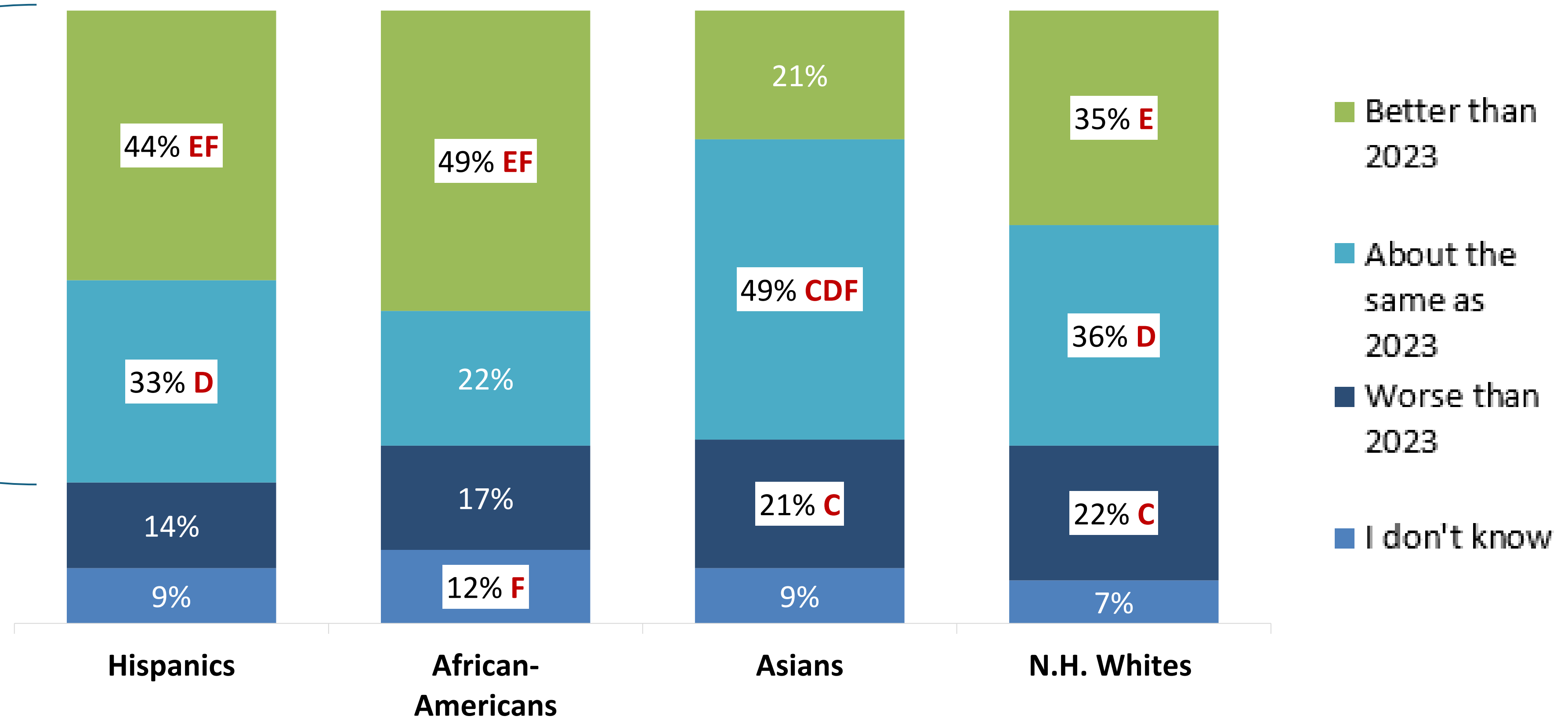


**Hispanic spend growth rate 8.6%**  
**U.S. spend growth rate 5.5%**  
Source: Nielsen Hispanic Consumer Report 2023



Hispanics are nearly twice as likely to say that that their financial situation (both personal and family) will improve compared to 2023.

77% of Hispanics say 2024 will be same or better than 2023

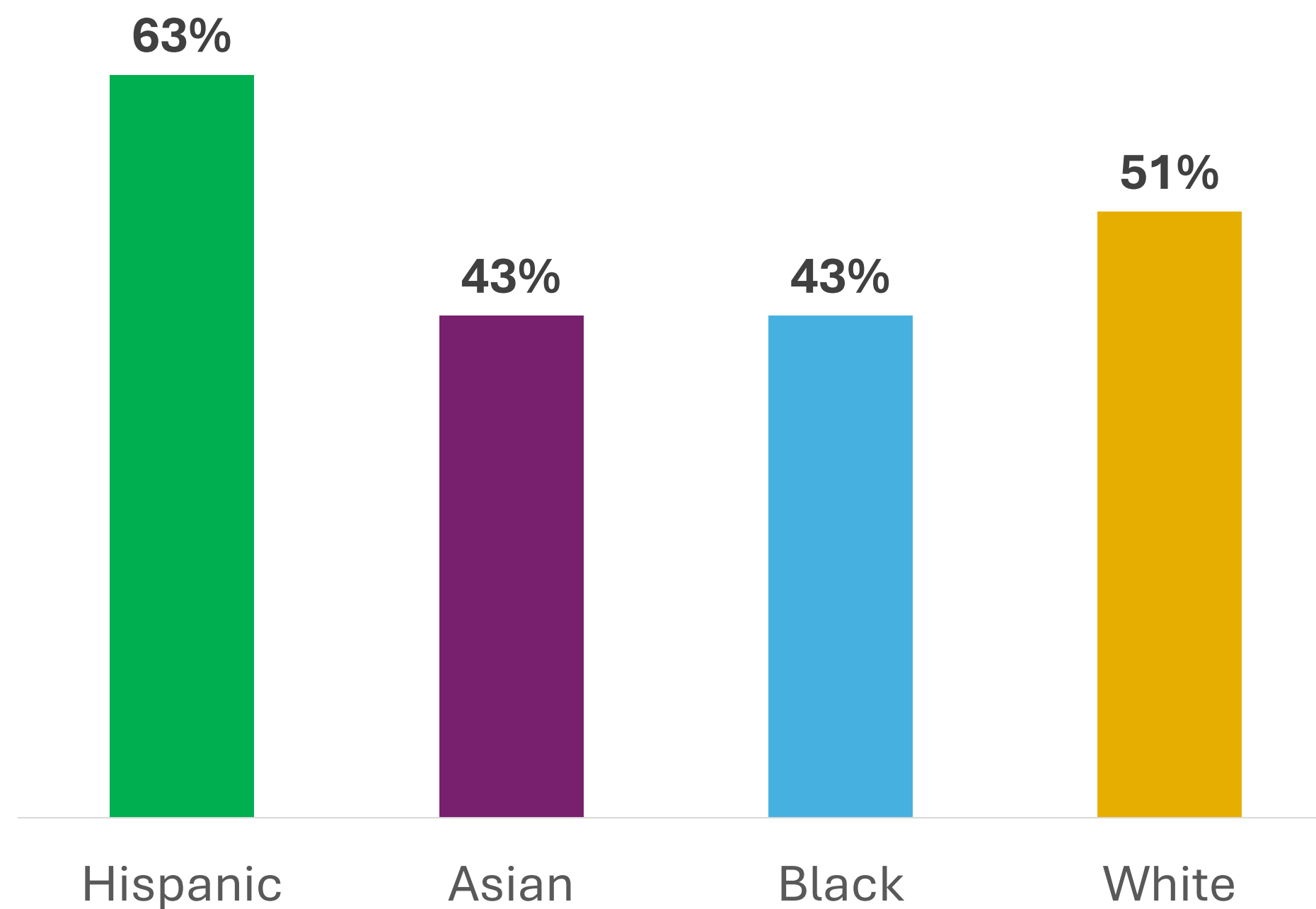


Letter indicates significant differences at 95% confidence level.

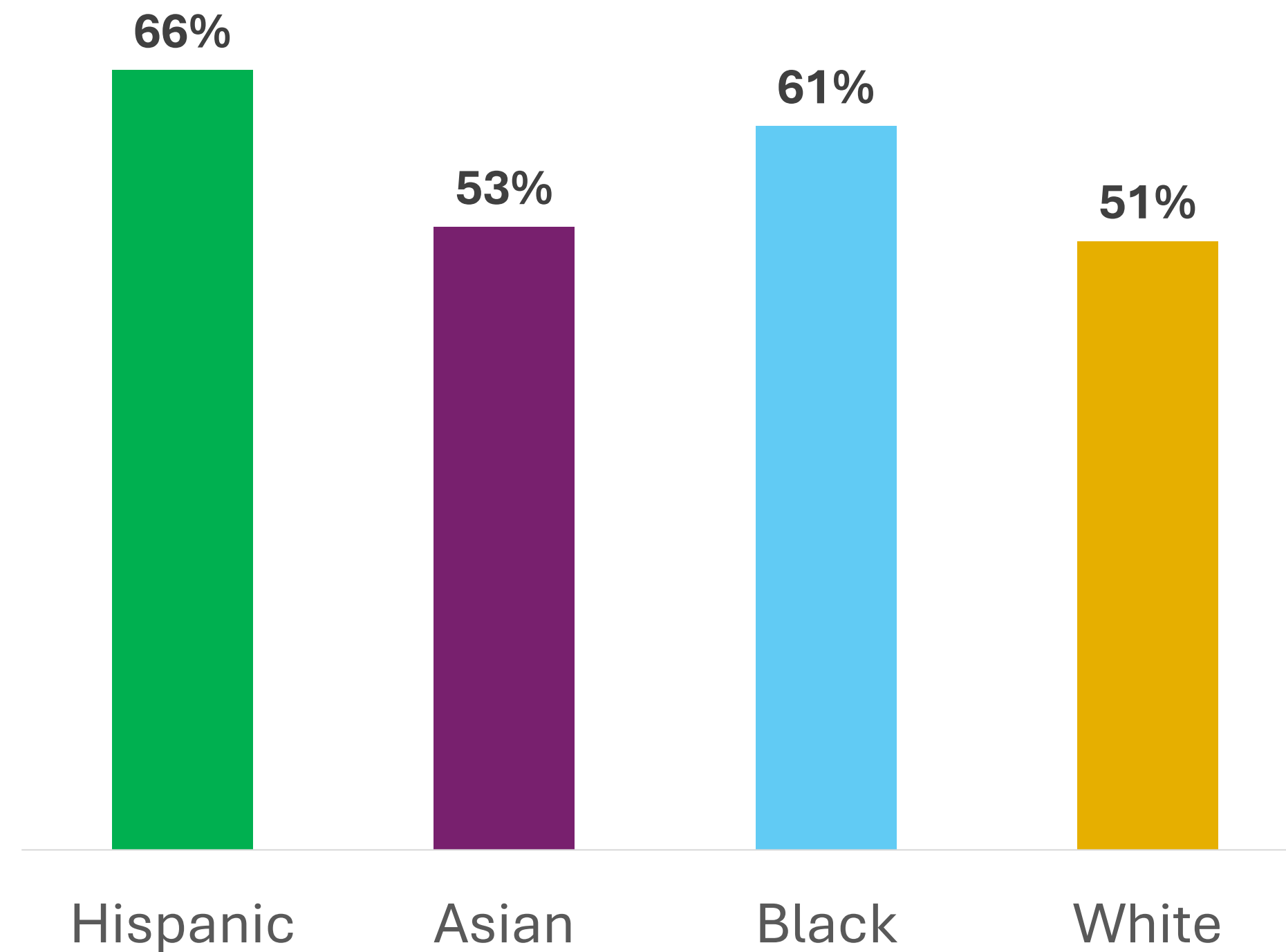
## Hispanics Are Optimistic.

- Hispanic optimism needs to be considered when designing research studies.
- High optimism causes Hispanics to “live life in the moment” more than other groups.

### Satisfied With Current Life



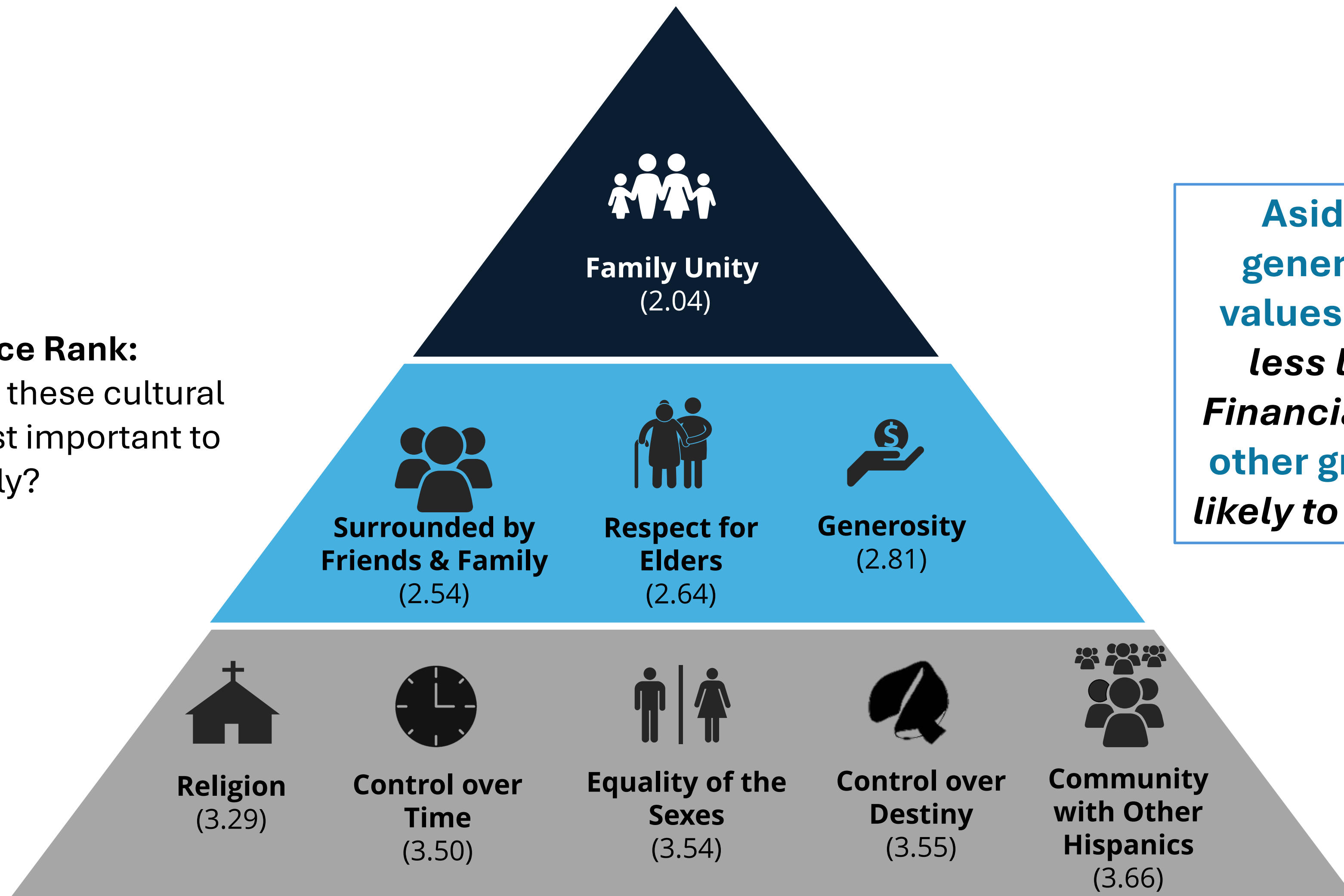
### Optimistic About The Future



Cultural Values affect how Hispanics relate to each other and the U.S. as a whole.

Hispanics value family, especially the unacculturated, since family is often their only support system. Control over *Time* or *Destiny* are ranked low because Hispanics are more likely to believe in fate.

**Forced Choice Rank:**  
Which one of these cultural values is most important to you personally?



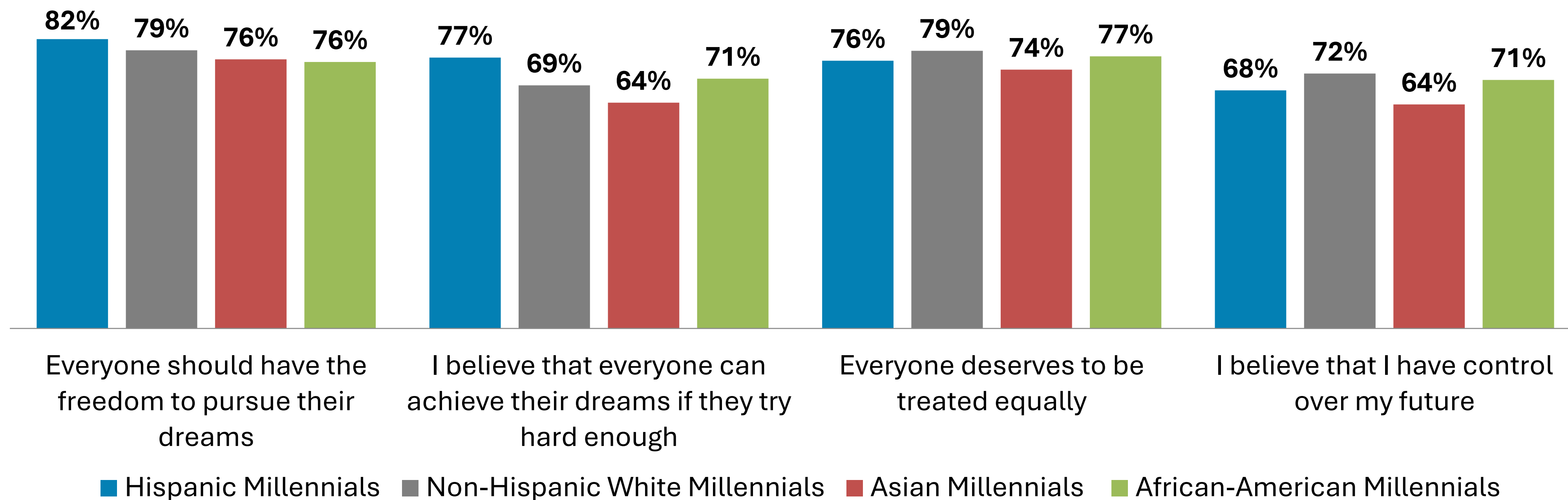
Aside from these generally accepted values, Hispanics are less likely to value **Financial Success** than other groups and more likely to value **Education**

21+ Respondents



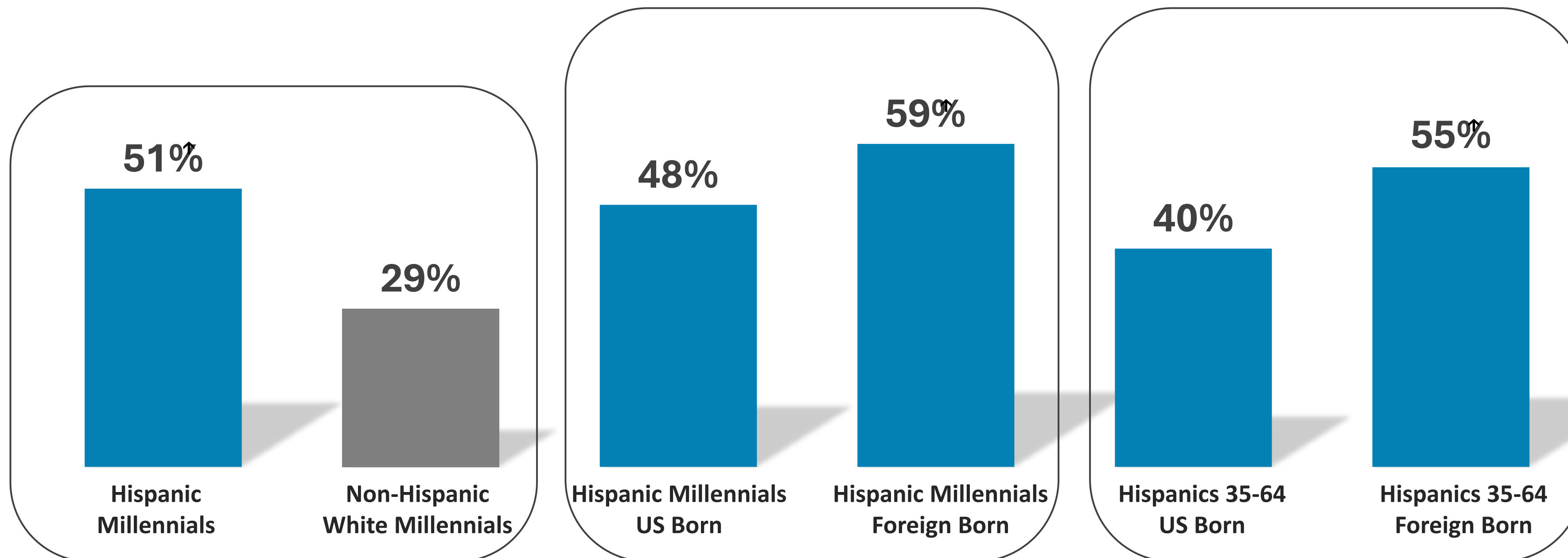
Hispanic Millennials embrace themes commonly expressed in American pop culture such at *Freedom and Equality*.

Please rate how much you agree or disagree with the following statements.  
(Top 2 Box Agreement)



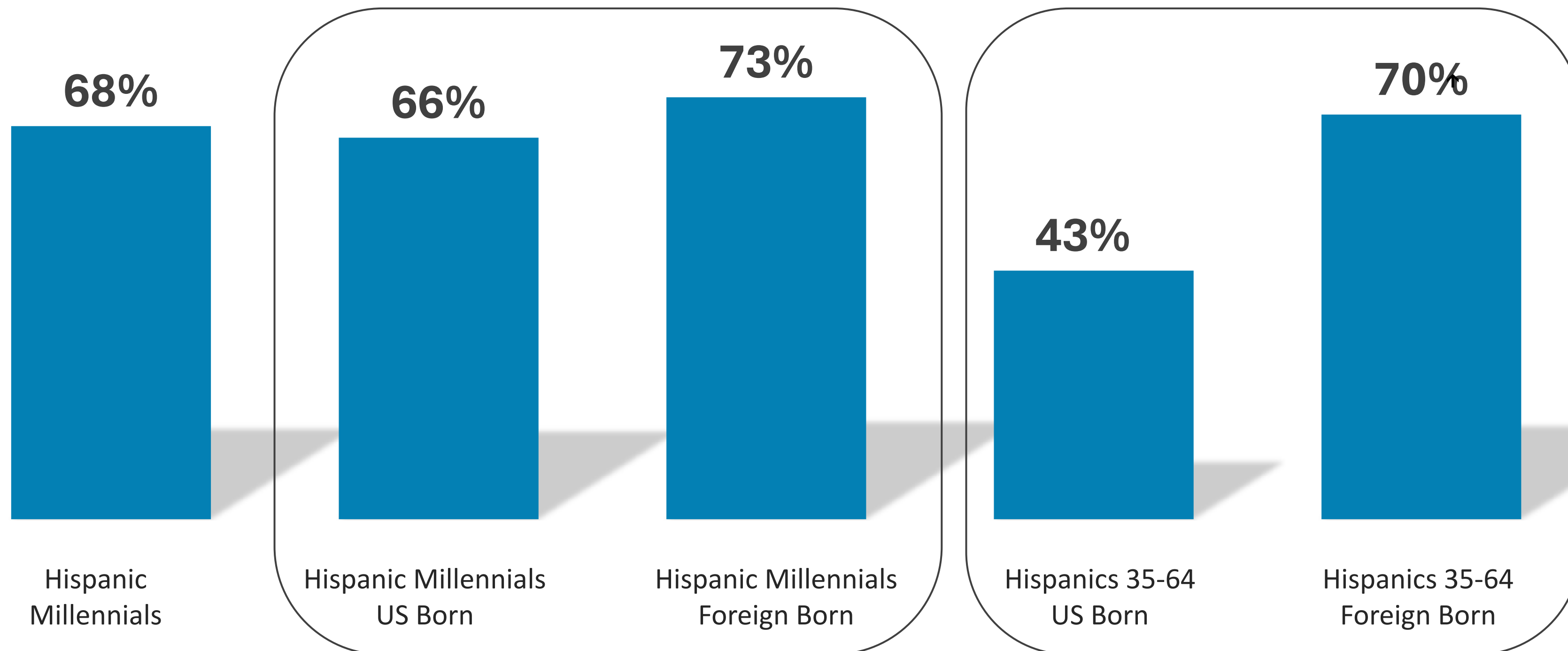
Fitting in with the mainstream  
is important, but...

How important is it to you to fit in with the mainstream?  
Top 2 Box Agreement



So is standing out  
as a Latino...

How important is it to you to stand out as a Latino?  
Top 2 Box Agreement





# MULTICULTURAL MARKETING OUTLOOK FOR MARKETING LEADERS

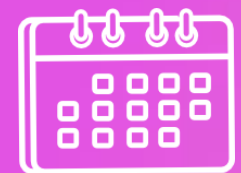


**Survey Method**

Online Survey

**Regional Coverage**

National

**Field Timing**

January 19 – February 12, 2024

**Screening Criteria**Self-identifying as a Multicultural Marketing  
or Multicultural Consumer Research  
Decision Maker**Base Size**

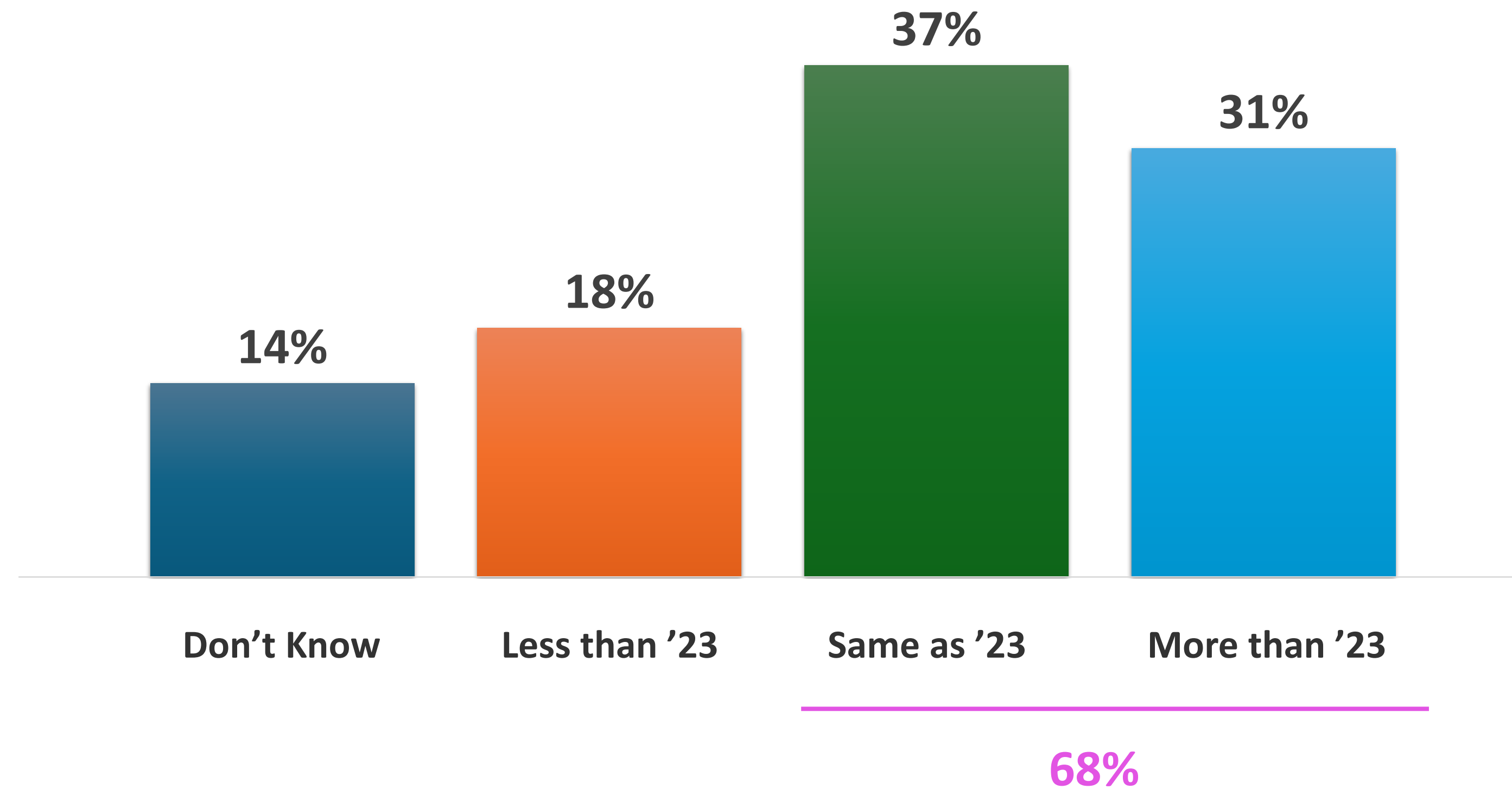
N=91

ThinkNow was curious to know whether the Supreme Court's recent decision to end affirmative action for college admissions, increased scrutiny of diversity, equity and inclusion (DEI) initiatives in Corporate America, and public boycotts of certain companies due to their LGBTQ+ marketing strategies were influencing how companies approach multicultural marketing. To gather these insights, we conducted a brief survey among corporate decision-makers to get their perspectives on the matter.



Two-thirds of respondents said their companies plan to spend the same or more than they did in 2023 on multicultural marketing efforts in 2024.

Thinking about your company’s multicultural marketing budget in 2024, would you say it plans to spend about the same as 2023, more or less?





“Audience business opportunity, cultural influence, growing audience representation and impact.”

“More budget available to multicultural marketing. Hispanic has historically been a priority. We're on the journey to increase focus with African-American and other cohorts.”

“Changes in demographics, economy, inflation, climate change, disruption technologies, etc.”

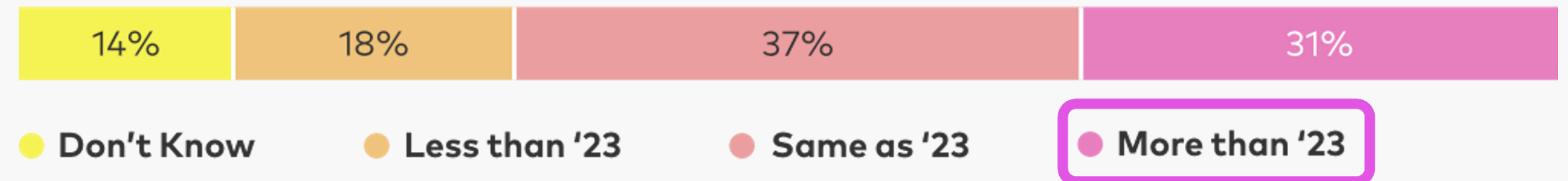
“Growing diverse consumer impact on business and sales.”

“Growing importance and purchasing power of the multicultural audience.”

Close to one-third of organizations plan to spend more on multicultural marketing this year compared to 2023. The driving factor is the opportunity for growth in the face of demographic changes.

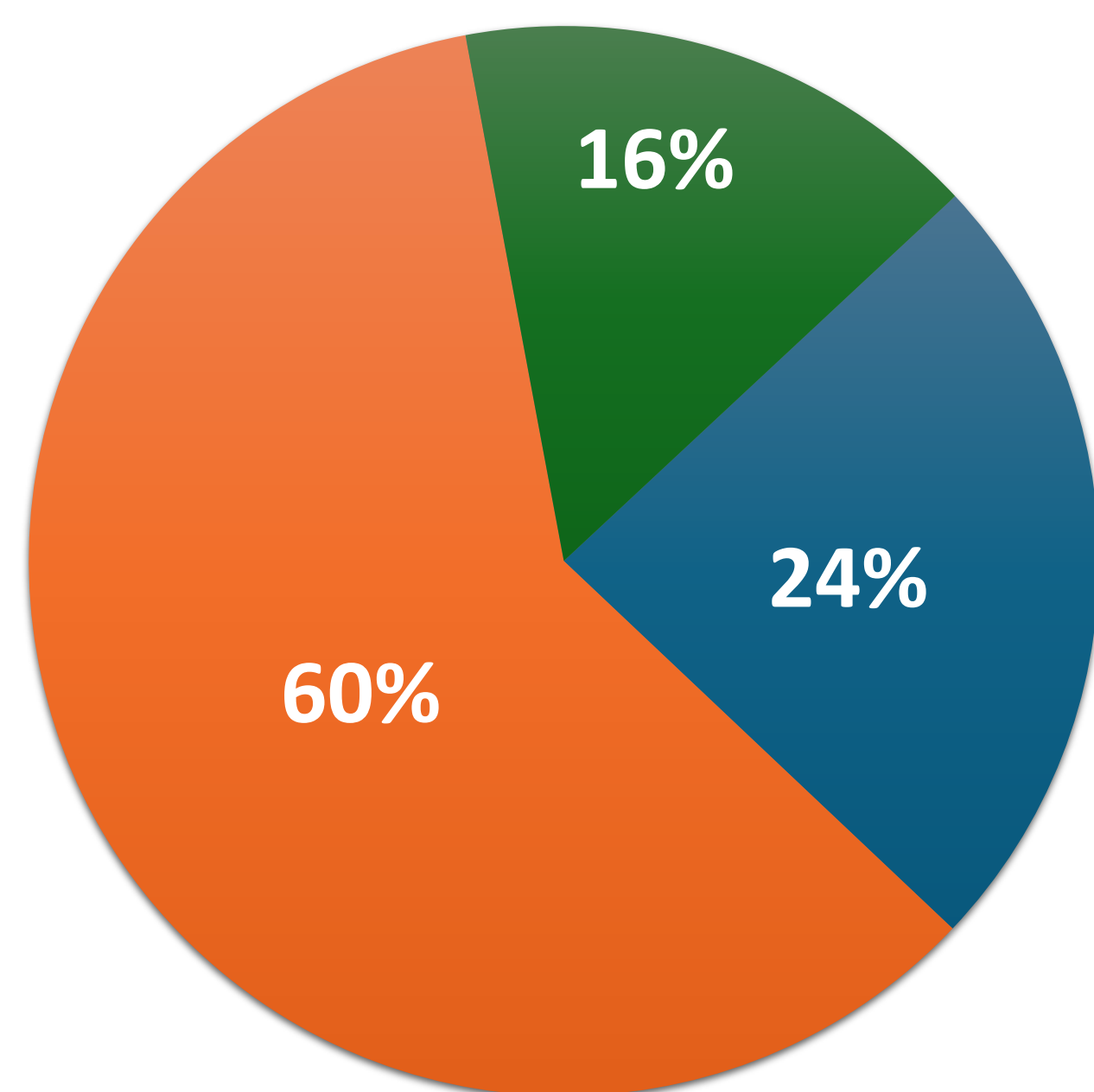
40% of respondents who plan on increasing multicultural spend this year plan to do so because of the increasing economic importance of multicultural consumers

← *What specific factors are driving this decision? Are there particular multicultural segments gaining higher priority?*



Base: Multicultural Marketing Budget in 2024 - More than '23

1-in-4 Marketers indicate that their organization has changed the way it approaches multicultural marketing in 2024.

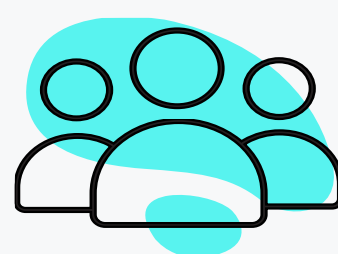


*Has your company changed the way it approaches multicultural marketing such as revised ad campaigns, changed targeted outreach, or updated internal training around DEI or another similar program?*

■ Yes ■ No ■ Don't know

**thinknow**

**Feel free  
to reach out.**



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**thinknow**  
cross-cultural research